

# Why You Shouldn't Trust A Call-Back Algorithm

Call-backs benefit both callers and businesses, when implemented correctly. They can mitigate spikes in call volume, lower abandonment rates, and improve the customer experience. However, a poorly-executed call-back strategy can put extra stress on your call center and frustrate customers in the process.



## How Call-Back Technologies Can Fail You

Many technologies employ a “call-the-customer-first” approach, where customers receive an automated call-back before an agent is available, forcing them to wait on hold again.

These technologies rely on algorithms to determine when a customer should be called back, which requires accurate data on staffing levels, call volumes, hold times, handle times, and other variables that change in real-time.

Some algorithms simply calculate the Estimated Wait Time for calling a customer back, while others are more complex. Under ideal conditions, accurately predicting wait times is a tough endeavor. In an environment where staffing levels and call volumes rapidly fluctuate, or where skill-based routing is used, it's notoriously difficult.

## How this Affects Your Call Center

When call-back algorithms are incorrect, customers are called back at the wrong time which creates inefficiencies in the call center.

- **Call-backs that occur too early:** Customers are called back and placed on hold before an agent is free. This is a surefire way to frustrate customers who have specifically asked not to wait on hold.
- **Call-backs that occur too late:** Basic call-back technology isn't smart enough to adapt to volume. This often creates times where agents are free to take calls but the call-backs have already been set for a later time – based on the incorrect EWT. This creates massive inefficiency and reduces the impact call-backs have on volume.

# Call-Backs That Don't Rely on an Algorithm

Instead of using a basic 'one-size-fits-all' algorithm to calculate the EWT, Fonolo's patented call-back solution actually holds the caller's place in the queue. This is proven to increase customer satisfaction and reduce costs.

Fonolo also employs an 'agent-first' approach, allowing the agent to activate the call-back, and ensuring there is someone on the end of the line when the customer picks up the phone.

Don't leave your customers' happiness in the hands of a basic algorithm. Talk to Fonolo to learn how to maximize the benefits of call-backs in your contact center.



Fonolo was the easiest implementation of any service that I've ever encountered!



**Jeannie Sugaoka**

Senior VP Support Services,  
Technology Credit Union



Fonolo smoothed out the spikes in our call volume...Without adding any agents, our callers got a better experience!



**Chris Abel**

Sr. Director, Contact Center and Customer Experience,  
Bright Horizons



Fonolo's web and mobile features have really helped us connect with our newer, younger members.



**Mark Edelman**

VP of Member Contact,  
Stanford Credit Union



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### ABOUT FONOLO

Fonolo is the industry leader in cloud-based call-back solutions. Our call-back software has revolutionized the way contact centers interact with customers.

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